

17. COMPLETE AGREEMENT:

- A. IMPORTANT: READ BEFORE SIGNING. THE TERMS OF THIS AGREEMENT SHOULD BE READ CAREFULLY BECAUSE ONLY THOSE TERMS IN WRITING ARE ENFORCABLE. NO OTHER TERMS OR ORAL PROMISES NOT CONTAINED IN THIS WRITTEN CONTRACT MAY BE LEGALLY ENFORCED. EITHER PARTY MAY CHANGE THE TERMS OF THIS AGREEMENT BY ANOTHER WRITTEN AGREEMENT.
- B. THIS AGREEMENT CONSTITUTES A FULL UNDERSTANDING OF THE PARTIES, THE COMPLETE ALLOCATION OF THE DUTIES AND RISKS BETWEEN THEM, AND THE COMPLETE STATEMENT OF THE TERMS AND CONDITIONS OF THEIR AGREEMENT RELATING TO THIS PROGRAM. THIS AGREEMENT SUPERSEDES ANY AND ALL PRIOR AGREEMENTS BETWEEN TRI COUNTY MARKETING, WHETHER WRITTEN OR ORAL. NO MODIFICATION HEREOF SHALL BE EFFECTIVE UNLESS IT IS IN WRITING AND SIGNED BY BOTH PARTIES.